



CALPEEK

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CALPEEK's ETCETERA: POLITICAL SHORT TAKES.

Editor's note: Here are a few political items of interest...

- **WILSON RECALL II** - Not again? Afraid so. According to the CA Sec. of State's office, there are three(3) separate groups planning for a RECALL of Gov. Pete Wilson. One group is led by Gordon Reynolds of San Jose (408)279-5432 and Deborah Murray of Sacto (916)447-1023. Murray led a recall group about 15 months ago, but fell short of the 923,937 valid signatures needed. We will keep you posted on developments...

- **BEST NEGATIVE TV HIT** - So far, the best hit has been done by Barbara Boxer's media team (Greer/Margolis et al) against Bruce Herschensohn. It features BH himself on videotape, uttering some of those famous dandies, such as opposing defense cuts or favoring oil drilling along the coast, followed by a written text on screen. Does it work? Most sources say YES. Where did Boxer's team come up with this idea? MAYBE from Herschensohn's own campaign, because daily they fax to the media Boxer's Quote of the Day. So what could have happened is that Boxer's team took a bunch of BH's video sound-bites (Quotes of a Lifetime) and strung them together in a very clever hit --- "The Sound-Bite That Bit."...

- **MISS VICKI IN THE BUFF** - As in 3rd A.D. Libertarian Party candidate Vicki Lynn Vallis. Yes, to gain news media attention, Miss Vicki posed nude in the December 1992 issue of Hustler's Busty Beauties. Is she getting coverage? You bet...

- **ANOTHER L.A. MAYOR CANDIDATE** - Former Deputy Mayor Tom Houston has declared for L.A. mayor. He promises only 1 term in office. Another potential candidate is former State ARB chair Mary Nichols, who is said to be "testing the waters."...

CAMPAIGN '92: NERVOUS TIME FOR CANDIDATES.

Editor's note: As of Oct. 19th, there are 15 days to go before the Nov. 3rd election. Here is CALPEEK's update & analysis on House & Legislative races...

- **MONEY IS TIGHT** - We're hearing the same story all over the State. Because of economic conditions, money is VERY tight this year. But just because direct contributions may be lower than normal, doesn't mean candidates will starve - financially speaking. KEEP your eyes on INDEPENDENT EXPENDITURE committees, which control tons of political money...

- **POLITICAL COATTAILS** - Republican consultants are very nervous about the top of the ticket and what impact a poor showing in CA by the Bush/Quayle team might have on House & Legislative campaigns...

- **27th S.D.** - GOP State Sen. Bob Beverly of Long Beach got a nice endorsement in his race with Demo Brian Finander. DEMO State Sen. Cecil Green of Norwalk endorsed Beverly. Green is retiring, but not soon enough as far as Finander is concerned. Beverly is favored to win reelection...

- **22nd A.D.** - This is the Santa Clara Co. turf now represented by veteran Assemblyman John Vasconcellos, chair of the powerful Ways & Means Cmt. Vasco's opponent is Santa Clara Councilman Tim Jeffries, who is in the middle of his first term. The ONLY reason why this race is drawing attention is that reapportionment has reduced Vasco's Demo registration from about 60% to the current 48.12% GOP registration is 35.47% (as of 9/4/92). Because of the new numbers, Vasco is now waging a full campaign and recently hired Demo consultant Ed McGovern. Jeffries has hired McNally-Temple. Jeffries is a Wilson Republican,

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meaning he's PRO-Choice. Vasco, on the other hand, is a PRO-Life Demo, who in recent votes this past year, appeared to be shifting. He voted FOR a resolution in favor of RU-486 and FOR state abortion funding. This earned him an "acceptable" rating from CARAL, but caused groups such as CA Republicans For Choice to question CARAL's standards. CARAL counters by saying that Vasco's recent votes, plus his strong stand on privacy and the fact that he has never used his position to hurt the choice position, earned him an acceptable rating. FYI: Where was young Tim on Oct. 12? Seems he ducked Vasco at a LWV debate. Bottomline: Vasco should win, but keep your eyes open...

- 7th A.D. - In this battle between Demo Valerie Brown and GOPER Janet Nicholas, Brown's campaign has released a recent survey by Fairbank, Maullin & Assoc. It shows Brown leading Nicholas by a 45% to 31% margin. More importantly, it also shows that Gov. Pete Wilson has BIGGER negatives in this district than Demo Assembly Speaker Willie Brown. Willie's negatives were 55%, compared to 65% for Pete...

- 42nd C.D. - This is the Inland Empire CD of veteran Demo U.S. Rep. George Brown, chair of the Science, Space and Technology Cmt. He's locked in another tough reelection battle, this time with aviator Dick Rutan(R). This race continues on CALPEEK's watch list, but Brown has gotten some big breaks as of late. Jeana Yeager, who co-piloted the around-the-world non-stop Voyager flight with co-pilot Rutan, has endorsed BROWN. And Rutan's own polling confirms that Brown is still leading. But more important for Brown is registration. The independent reg drive for Demo Assembly candidate Joe Baca has directly helped Brown. From May 4 to Sept. 4, Demos added 6,951 voters (compared to just 584 for the GOP). This has increased Brown's Demo reg base from 51.81% to 52.75%. By the time the final figures are in, Brown may be well over 53%. Bottomline: Even though he had overdrafts at the House bank, PRO-Choice Brown should survive against PRO-Lifer Rutan...

- 3rd A.D. - This OPEN assembly seat in No. Calif. features a battle between GOP hardliner Bernie Richter and Demo Lon Hatamiya, with Libertarian Vicki Vallis also in

the running. GOP polling shows Richter in front by a 44.1% to 25.3% margin (Vallis gets 5.2%). Demo polling shows the race somewhat closer, with Richter in front by a 41% to 31% margin. Demos are very hopeful for a major cross-over vote from PRO-Choice GOP voters to offset the low Demo registration, which as of Sept. 4 was 43.26% Demo vs. 42.92% GOP. Demos claim that in the final weeks of registration, they have increased those numbers, especially in Butte Co. Richter still leads in fundraising. Bottomline: A slight edge to Richter, but Hatamiya still has a shot...

- 10th A.D. - In this Sacto County A.D., veteran school board member Kay Albiani(D) is battling hardliner Sacto Sheriff's Lt. Larry Bowler in another one of those classic shoot-outs. Registration makes this a GOP-leaning district, but the final numbers may show upward movement by Demos. The current registration is 46.87% Demo vs. 42.33% GOP. But the WILDCARD in this race is Ross Perot. Albiani was one of the few Demos running for office who endorsed Perot prior to his dropping out. The former CA School Board Assn. president liked Perot's stand on education. The endorsement has turned some Demo assemblymembers off, but has not stopped groups such as CTA, United Firefighters, CAR, CNA, CSEA, Sacto Central Labor Council, NOW and CARAL from supporting her. And she's not a liberal either. Consultant Richie Ross is running the show, with Sue Johnson doing the daily management. FYI: the Sacto Co. Deputy Sheriff's Assn. is NEUTRAL, but PORAC is backing Albiani. Bottomline: still a TOSS UP...

- 64th A.D. - In this Riverside Co. district, Demo businesswoman/attorney Jane Carney is locked in a tough battle with ex-congressional staffer Ted Weggeland, who used to work for GOP U.S. Rep. Al McCandless(R). Although final registration figures are NOT in, this is one district where GOPers have kept pace with the Demos. Demos hold a 44.93% vs. 43.95% edge in registration, but overall this area is considered GOP turf. Both Carney and Weggeland are PRO-Choice, although Weggeland was rated as unacceptable by CARAL. So don't look for masses of GOP Pro-Choice women to cross-over. And both won primary endorsements from the Press-Enterprise. Key issues are high unemployment and education, and this seems to be where Carney's expertise in the business

community may help. FYI: until very recently, Weggeland would NOT appear at joint forums or debates with Carney, including a Chamber of Commerce debate. But he is expected to attend an Oct. 20 LWV debate. In terms of HITS, Weggeland has tried to tie Carney to former Supreme Ct. Chief Justice Rose Bird. YES, Carney did support Bird in 1978 (with the late GOP AG Evelle Younger), but opposed her reconfirmation in 1986 --- something that Weggeland's team doesn't mention. FYI: in this area sources tell CALPEEK that Pres. Bush is trailing Clinton and that might have an impact. Bottomline: still rated a TOSS UP. Stay tuned...

CAMPAIGN '92: LOCAL ELECTIONS HEATING UP.

Editor's note: This week CALPEEK takes a close look at some hot COUNTY SUPES races in L.A. and S.F., plus a quick check of some other races...

- **SAN DIEGO MAYOR'S RACE** - The most recent poll in this hot contest between San Diego Co. Sup. Susan Golding and Peter Navarro shows that as of Oct. 5-6, Golding has pulled into a dead heat with Navarro. In Sept., the San Diego Daily Transcript showed Navarro with a 41% to 31% lead. In the most recent Daily Transcript survey, Golding now holds a 38% to 37% lead. The data also indicates that Golding has opened a GENDER GAP, receiving support from 43.8% of the women polled, compared to 32.0% for Navarro. The poll's sample size was 401 active voters. The survey was conducted by Competitive Edge Research. Why the reversal for Golding? Very heavy FREE newspaper and TV coverage, plus Golding is on TV with hard hitting spots. Navarro will hit back, but this race is back to a TOSS UP. FYI: Decision Research of San Diego is now doing the polling for Golding...

- **SAN FRANCISCO** - A new survey in the S.F. Chronicle (sample size 600, Oct. 1-4) shows 4 of 5 incumbent supes in very good shape. With some 26 candidates running for 6 spots, here are the results: Angela Alioto 49%, Tom Hsieh 45%, Willie Kennedy 41% and Jim Gonzalez 41%. The fifth supe, Terence Hallinan polls just 33%. Of the challengers, former PD chief/supe/assessor etc. Richard Hongisto has 30%, while Barbara Kaufman gets 26%, Sue Bierman is at 23% and Cleve Jones is at 16%. Conventional wisdom was that Gonzalez and Kennedy were the ones in trouble. FYI: The poll

also showed that Mayor Frank Jordan's Measure J (to get tough with aggressive panhandlers) is favored by 65% of those questioned, while 29% are opposed...

- **L.A. CO. (BURKE VS. WATSON)** - Trying to get a solid reading on this OPEN 2nd district supervisor battle between State Sen. Diane E. Watson (D-L.A.) and former congresswoman Yvonne Burke hasn't been an easy task. YES, there's been polling by Burke, but other than to say the race was winable, Burke's team would not disclose the survey. But there is a general feeling among a number of neutral consultants that Burke may have an edge. Her campaign team has remained in place, compared to what seems like chronic disorder and turnover in the Watson campaign. Ms. DEW's newest daily managers are Ray Cunningham and Jim Franklin. In terms of MONEY, again, an advantage to Burke. On the other hand, at public appearances, Ms. DEW shows that fire to win, compared to Burke's low-keyed approach. Bottomline: a very close race, but for now, advantage Burke...

- **L.A. CO. (DANA VS. SWANSON)** - This is the other high-profile supervisorial race in L.A. Co. Incumbent Deane Dana is fighting for survival against Rolling Hills Councilwoman Gordana Swanson. Dana was a punching bag in the primary for Swanson and the other challengers and got only 42%, despite spending more than \$1 million. Once again, Dana has amassed a huge war chest, but Swanson is waging an aggressive fundraising battle to stay competitive. Consultant Garry South has Swanson on the radio with a \$15,000/per week buy until Nov. 2. The campaign is also using mail and cable TV may be added. The issues are the same as in the primary - Dana and his perks and the wild spending by county bureaucrats. In addition, Dana suffers from open mouth/inset foot disease. Swanson's campaign is also banking on the anti-incumbency mood of voters, perhaps combined with "Year of the Woman." BUT WHO IS AHEAD??? Even though Swanson has hired Fairbank, Maullin for polling, South would not release specific data to CALPEEK. However...

...Recent tracking numbers by Arnold Steinberg & Assoc. for Dana show him at 47.8%, Swanson at 29.1%, and 23.1% undecided. So while Dana is ahead, this race isn't over. If Dana does win, it will be due to a much

more aggressive campaign style, orchestrated by consultant Harvey Englander. Englander says Dana will hit Swanson on a number of issues over the next 15 days, using direct mail, cable TV and radio. The campaign also has invested in an AV program, a field operation and SLATES. As of deadline time, Swanson wasn't on any slates. Bottomline: opinion is divided. Some sources smell an upset, but other think Dana will pull it out to win reelection. Stay tuned...

U.S. SENATE UPDATE: NEW POLLING DATA OUT.

Editor's note: The TV ads are running and we've got some new POLLING numbers in the two U.S. Senate races. Here is our brief report and analysis...

...Both the Field Poll and a survey for the S.F. Chronicle/KCAL-TV indicate that Demo Barbara Boxer has dropped 10-12 points in her campaign for the 6-yr. U.S. Senate seat against Bruce Herschensohn. For the 2-yr. seat, Demo Dianne Feinstein also dropped, but only a few points against appointed U.S. Sen. John Seymour(R). Here are the side-by-side results...

	<u>Field</u>	<u>SF Chron/KCAL</u>
Feinstein	51%	54%
Seymour(R)	35%	36%
Boxer	47%	47%
Herschensohn	36%	37%

...WHAT DOES ALL THIS MEAN? Few if any insiders expected DiFi or Boxer to maintain those huge, 20-point leads. A drop by both was expected. In the case of DiFi vs. Seymour, the newest data MAY indicate that Seymour has had it. Indeed, most CALPEEK sources now think DiFi will win. But these same sources think we'll have to wait another 5-7 days before the dust settles in the Boxer-Herschensohn contest. Stay tuned...

CARD CLUB MADNESS: NEGATIVES BEGIN TO FLY.

Editor's note: In the cities of Inglewood and Santa Clara, the HITS are beginning to fly in all directions as voters begin to find out the PROs and CONS of POKER CLUBS. Here's a brief report...

• SANTA CLARA - Consultant Ed McGovern has just been hired by the backers of NO on Measure E, and none too soon because Santa Clara Mayor Eddie Souza and Councilmembers

Don Von Raesfeld and Sue Lasher are calling for a DA and FPPC probe of two groups which petitioned to put a card club ordinance up for a vote Nov. 3rd. The 3 city lawmakers want DA George Kennedy and the FPPC to see if the two anti-card club groups used laundered money and phony contributors to finance their campaign. As CALPEEK readers may recall, the city okayed a plan back in June by George Hardie to build a \$35 million club in Santa Clara, only to have Citizens for a Cardroom Referendum and Santa Clara Citizens Seeking a Vote file 8,800 signatures to force a November ballot war. No telling how this thing will turn out...

• INGLEWOOD - The owners of Hollywood Park want to build a 200-table casino and entertainment complex at the track, but the NO on Measure E forces are fighting back. YES on E is promoting the proposed card club as a plan that will increase JOBS. What YES on E didn't count on was a series of radio ads and direct mail HITS, noting that there are NO blacks or hispanics on the Board of Directors of the track. The mail hit has a picture of a black person cleaning out a stable - noting that this is the kind of job blacks get at Hollywood Park. A solid hit, both on radio and in the mail because Inglewood has a large black population. But with the economy in such bad shape, will this work? Stay tuned...

CA INITIATIVE UPDATE: MEDIA ENDORSEMENTS.

Editor's note: Here is a CALPEEK scorecard of those major daily newspapers who have made editorial endorsements of Props. 161 through 167. By now, CALPEEK readers know what each of the measures is about, so we won't repeat this stuff...

	<u>LAT</u>	<u>SD Union-Trib.</u>	<u>Sacto Bee</u>
161	NO	NO	-
162	-	NO	NO
163	-	YES	-
164	-	NO	NO
165	-	YES	NO
166	-	NO	-
167	NO	NO	NO

...More next week. Stay tuned...